

# Introduction of a new PIM system with a focus on multilingual content creation

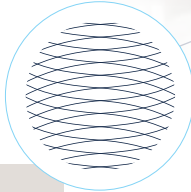
## Case Study

### The objective

The Contentserv PIM system was introduced to optimize data management and data quality at WAREMA.

Content in multiple languages from previous systems had to be integrated as economically as possible, and new content and translations in additional languages had to be made available as quickly as possible.

Translation | Interpreting | Intellectual Property



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BY WORDS

### The challenge

To migrate the company's own existing multi-language content successfully and efficiently, it was necessary to review the following aspects thoroughly, including:

- Content in crossTank (translation memory): outline, setup and structure
- Existing and planned interfaces: automation possibilities

### Implementation

As a long-standing partner of the company in the field of language-related services and language technology solutions, Seprotec\* advised WAREMA on the introduction of the new PIM system with regard to process adaptations and supported the implementation of the project.

The following services were implemented as part of the project:

- Creation and optimization of configuration files (DST files) and their testing for successful data preparation for the translation process
- Advising the client on how best to avoid data loss during the migration of company-owned translation memory content
- Support with the implementation of automation within the process chain and efficient integration of the language service provider from a technical perspective

### At a glance

- Successful implementation of optimized data transfer into WAREMA's new PIM system Contentserv
- Creation of an efficient translation workflow for new PIM content

### Our client

With its Sun & Living Spaces division, WAREMA is a leading European manufacturer of technical sun shading products. A wide range of external venetian blinds, roller shutters, awnings, and other innovative solutions offer extensive options for creating a personal feelgood atmosphere both indoors and outdoors.



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"The implementation of the PIM system presented some challenges for our multilingual content processes, but thanks to the expertise and dedicated efforts of the Seprotec\* team, we were able to manage it successfully.

We are grateful to the entire team for the many years of partnership and trustworthy cooperation."

**Jürgen Bauer**  
Head of Data Management,  
Digital Business & Transformation

\*At the time the service was provided, the company was called tsd Technik-Sprachendienst and has since been renamed Seprotec Germany.